

**WE CLAIM:**

1. A method for context-sensitive advertising, comprising:
  - receiving a signal from a mobile wireless device;
  - identifying an identifier associated with the mobile wireless device; ascertaining a state of the mobile wireless device;
  - determining a location of the mobile wireless device;
  - updating the identifier, state, and location in a profile database utilizing a context engine;
  - associating the location of the mobile wireless device and a landmark in the profile database;
  - selecting advertisements from an advertisement database based on the identifier, state, location, and landmark of the mobile wireless device utilizing the context engine; and
  - transmitting the advertisements to the mobile wireless device.
2. The method as recited in claim 1, wherein the wireless device is selected from the group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.
3. The method as recited in claim 1, wherein the wireless device utilizes cellular technology.
4. The method as recited in claim 1, wherein the signal includes a ping signal.
5. The method as recited in claim 1, wherein the signal includes a call signal.
6. The method as recited in claim 1, wherein the location includes a cell identifier.
7. The method as recited in claim 6, wherein the cell identifier has an alias associated therewith.
8. The method as recited in claim 7, wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.
9. The method as recited in claim 1, wherein state includes at least one of ON and OFF.
10. The method as recited in claim 1, wherein the identifier, the state, and the location are transmitted utilizing the network.

11. The method as recited in claim 1, and further comprising associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

12. The method as recited in claim 1, wherein the method is carried out utilizing a service control architecture.

13. The method as recited in claim 12, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

14. The method as recited in claim 12, wherein the service control architecture includes a database; a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database for storage therein; an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database; a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based on the profile information stored in the database and the application resources allocated to the applications; a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

15. A computer program product for context-sensitive advertising, comprising:  
computer code for receiving a signal from a mobile wireless device;  
computer code for identifying an identifier associated with the mobile wireless device; ascertaining a state of the mobile wireless device;  
computer code for determining a location of the mobile wireless device;

computer code for updating the identifier, state, and location in a profile database utilizing a context engine;

computer code for associating the location of the mobile wireless device and a landmark in the profile database;

computer code for selecting advertisements from an advertisement database based on the identifier, state, location, and landmark of the mobile wireless device utilizing the context engine; and

computer code for transmitting the advertisements to the mobile wireless device.

16. The computer program product as recited in claim 15, wherein the wireless device is selected from the group consisting of a personal digital assistant, a palm-top computer, a lap-top computer, and a cellular phone.

17. The computer program product as recited in claim 15, wherein the wireless device utilizes cellular technology.

18. The computer program product as recited in claim 15, wherein the signal includes a ping signal.

19. The computer program product as recited in claim 15, wherein the signal includes a call signal.

20. The computer program product as recited in claim 15, wherein the location includes a cell identifier.

21. The computer program product as recited in claim 20, wherein the cell identifier has an alias associated therewith.

22. The computer program product as recited in claim 21, wherein the alias is selected from the group consisting of HOME, WORK, and PLEASURE.

23. The computer program product as recited in claim 15, wherein state includes at least one of ON and OFF.

24. The computer program product as recited in claim 15, wherein the identifier, the state, and the location are transmitted utilizing the network.

25. The computer program product as recited in claim 15, and further comprising computer code for associating the location of the mobile wireless device, and a longitude coordinate and a latitude coordinate in the profile database.

26. The computer program product as recited in claim 15, wherein the computer program product is executed utilizing a service control architecture.

27. The computer program product as recited in claim 26, wherein the service control architecture includes a database, a profiler module, an application module, a network resource module, a presentation module, and a policy server.

28. The computer program product as recited in claim 26, wherein the service control architecture includes a database; a profiler module coupled to the database, the profiler module adapted for collecting a state of a user along with profile information selected from the group consisting of identity, location, available services per location, devices per location, and security per location, wherein the profiler module communicates the profile information to the database for storage therein; an application module coupled to the database and including a plurality of application program interfaces for interfacing with a plurality of applications, the application module adapted for allocating application resources to the applications based on the profile information stored in the database; a network resource module coupled to the database and a plurality of network routers, the network resource module adapted for configuring the network routers based on the profile information stored in the database and the application resources allocated to the applications; a presentation module coupled to the database, the presentation module adapted for tailoring an output of the applications based on the profile information; and a policy server coupled to the database, the application module, the network resource module, and the presentation module for controlling the operation thereof in accordance with policies identified utilizing the profile information.

29. A system for context-sensitive advertising, comprising:

a mobile wireless device for transmitting a signal;

a context engine in communication with the mobile wireless device for identifying an identifier associated with the mobile wireless device, ascertaining a state of the mobile wireless device, and determining a location of the mobile wireless device;

a first database coupled to the context engine for storing the identifier, state, and location of the mobile wireless device;

    said context engine further adapted for associating the location of the mobile wireless device and a landmark in the profile database;

a second database coupled to the context engine for storing advertisements that are retrieved by the context engine based on the identifier, state, location, and landmark of the mobile wireless device; and

wherein the advertisements are transmitted to the mobile wireless device.

30. The computer program product as recited in claim 29, wherein the context engine is a component of a service control architecture including a profiler module, an application module, a network resource module, a presentation module, and a policy server.

31. A method for context-sensitive advertising, comprising:  
receiving a signal from one of a plurality of devices associated with a single user;  
identifying an identifier associated with the device from which the signal is received;  
ascertaining a state of the device from which the signal is received;  
determining if the device is mobile;  
if the device is determined to be mobile,  
determining a location of the device from which the signal is received,  
associating the location of the device from which the signal is received, and a longitude coordinate and a latitude coordinate in the profile database, and  
associating the coordinates of the device from which the signal is received, and a landmark in the profile database;  
updating the profile database utilizing a context engine;  
selecting advertisements from an advertisement database based on the identifier, state, location, or landmark utilizing the context engine; and  
transmitting the advertisements to the device.